

1. Why are you using Social Media for your business?
2. What are the top three objectives for using social media?
3. Describe your ideal client - age, demographic, likes and dislikes, where they live, what they love to do...
4. What social media platforms do you want to use?
5. What are your KEY MESSAGES?
6. How often are you going to post?
7. When are you going to post your updates?

SOCIAL MEDIA PLATFORM - URL	Followers	Last activity	Date	Reach